

Rep Order# 6864258 Ver# 2 Status Returned Traffic Order# 215274 Printed: 10/17/2012 3:10 PM 1 of 2

EC'd Yes Last Received: 10/16/2012 4:58 PM Showing Buylines: Last Sta Revised Lines

Station WTNH-TV NEW HAVEN, CT. Agency () MENTZER MEDIA Rep Firm
Advertiser () L. MCMAHON 4 SENATE 600 FAIRMONT AVE, S#306 Sales Office () PHILADELPHIA
Product LINDA MCMAHON 4 SENA TOWSON, MD 21286 Salesperson () KATE BRADY
Estimate# 1323 Agency C/P1/P2/E //1323
Buyer ANNE BRAUNSCHEIDEL Flight Dates 10/30/2012 - 11/06/2012 Salesperson Phone# 215-567-6005
Phone# Hiatus Weeks Salesperson FAX# 215-567-5938
Fax#

--- CONTRACT COMMENT ---

LINDA MCMAHON FOR SENATE SC=*

--- REMARKS ---

SEE LN 35 FOR RATE REV AND MKGD OFFER FOR REMAINING \$\$\$.
PLS ADDRESS ASAP
THX, KELLY

Ln	Dates	Day	Time	Spots/Week	Len	Rate	Program	Total Spots	LT	# of Weeks	Total Cost	Daypart
*35	11/03-11/03	SA	1130P-12A 2	1	:30	\$1,400.00		2		1	\$2,800.00	
Buyline Comment: LATE NEWS												
Station Remark: V2 RATE NEEDS TO BE REV TO \$1000 - OFFERING 2X JIMMY KIMMEL @ \$400 TO MAKE UP DIFFERENCE												

---REPORT TOTALS---

Report Totals: 2 / \$2,800.00

---SALES MONTHLY TOTALS---

Nov 12: 226 / \$264,150.00
Sales Totals: 226 / \$264,150.00
Station Totals: 226 / \$264,150.00
Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals \$264,150
CABL 0% WCCT 0% WCTX 0% WFSB 0% WHCT 0%
WRDM 0% WTIC 0% WTNH 100% WUVN 0% WVIT 0%
XXX 0%

Books null
Demos RA35+

224527.50

Rep Order#	6864258	Ver#	1	Status	New
EC'd	Yes				

Traffic Order#

Printed: 10/16/2012 4:58 PM
Last Received: 10/16/2012 4:57 PM
Showing Buylines: All Lines

1 of 6

Station	WTNH-TV NEW HAVEN, CT.
Advertiser	() LMCMAHON 4 SENATE
Product	LINDA MCMAHON 4 SENA
Estimate#	1323
Buyer	ANNE BRAUNSCHEIDEL
Phone#	
Fax#	

Agency () MENTZER MEDIA
600 FAIRMONT AVE, S#306
TOWSON, MD 21286
Agency C/P1/P2/E //1323
Flight Dates 10/30/2012 - 11/06/
Hiatus Weeks

Rep Firm
Sales Office () PHILADELPHIA
Salesperson () KATE BRADY
Salesperson Phone# 215-567-6005
Salesperson FAX# 215-567-5938

--- CONTRACT COMMENT ---

LINDA MCMAHON FOR SENATE SC=**

Ln	Dates	Day	Time	Spots/Week	Len	Rate	Program	Total Spots	LT	# of Weeks	Total Cost	Daypart
1	10/30-11/02	TU-F	6A-7A	8	:30	\$600.00		8		1	\$4,800.00	
	Buyline Comment: NEWS											
2	10/30-11/02	TU-F	7A-9A	12	:30	\$650.00		12		1	\$7,800.00	
	Buyline Comment: GMA											
3	10/30-11/02	TU-F	9A-10A	4	:30	\$400.00		4		1	\$1,600.00	
	Buyline Comment: DR PHIL											
4	10/30-11/02	TU-F	11A-12P	4	:30	\$650.00		4		1	\$2,600.00	
	Buyline Comment: THE VIEW											
5	10/30-11/02	TU-F	12P-1230P	4	:30	\$500.00		4		1	\$2,000.00	
	Buyline Comment: NEWS											
6	10/30-11/02	TU-F	1230P-1P	4	:30	\$400.00		4		1	\$1,600.00	
	Buyline Comment: CT STYLE											
7	10/30-11/02	TU-F	1P-2P	4	:30	\$400.00		4		1	\$1,600.00	
	Buyline Comment: THE CHEW											
9	10/30-11/02	TU-F	3P-4P	4	:30	\$450.00		4		1	\$1,800.00	
	Buyline Comment: KATIE COURIC											
10	10/30-11/02	TU-F	4P-5P	8	:30	\$500.00		8		1	\$4,000.00	
	Buyline Comment: JUDGE JUDY											
11	10/30-11/02	TU-F	5P-6P	8	:30	\$750.00		8		1	\$6,000.00	
	Buyline Comment: NEWS											

Rep Order#	6864258	Ver#	1	Status	New	Traffic Order#		Printed:	10/16/2012 4:58 PM	2 of 6
EC'd	Yes							Last Received:	10/16/2012 4:57 PM	
								Showing Buylines: All Lines		

Station	WTNH-TV NEW HAVEN, CT.	Agency	() MENTZER MEDIA	Rep Firm	
Advertiser	() L.MCMAHON 4 SENATE		600 FAIRMONT AVE, S#306	Sales Office	() PHILADELPHIA
Product	LINDA MCMAHON 4 SENA		TOWSON, MD 21286	Salesperson	() KATE BRADY
Estimate#	1323	Agency C/P1/P2/E	//1323		
Buyer	ANNE BRAUNSCHEIDEL	Flight Dates	10/30/2012 - 11/06/2012	Salesperson Phone#	215-567-6005
Phone#		Hiatus Weeks		Salesperson FAX#	215-567-5938

Showing Buylines: All Lines

Station WTNH-TV NEW HAVEN, CT. Agency () MENTZER MEDIA Rep Firm
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 Estimate# 1323 Agency C/P1/P2/E //1323 Salesperson Phone# 215-567-6005
 Buyer ANNE BRAUNSCHEIDEL Flight Dates 10/30/2012 - 11/06/2012 Salesperson FAX# 215-567-5938
 Phone# Hiatus Weeks
 Fax#

Ln	Dates	Day	Time	Spots/Week	Len	Rate	Program	Total Spots	LT	# of Weeks	Total Cost	Daypart
226	10/31-10/31	W	10P-11P	2	:30	\$4,000.00		2		1	\$8,000.00	
	Buyline Comment: NASHVILLE											
227	11/01-11/01	TH	9P-10P	2	:30	\$6,000.00		2		1	\$12,000.00	
	Buyline Comment: GREYS ANATOMY											
228	11/02-11/02	F	8P-9P	2	:30	\$2,500.00		2		1	\$5,000.00	
	Buyline Comment: SHARK TANK											
229	11/02-11/02	F	9P-10P	1	:30	\$2,500.00		1		1	\$2,500.00	
	Buyline Comment: PRIMETIME											
230	11/03-11/03	SA	330P-7P	6	:30	\$750.00		6		1	\$4,500.00	
	Buyline Comment: COLLEGE FOOTBALL											
232	11/03-11/03	SA	7P-730P	3	:30	\$500.00		3		1	\$1,500.00	
	Buyline Comment: NEWS											
233	11/03-11/03	SA	730P-8P	3	:30	\$450.00		3		1	\$1,350.00	
	Buyline Comment: WHEEL											
234	11/03-11/03	SA	8P-11P	6	:30	\$1,500.00		6		1	\$9,000.00	
	Buyline Comment: COLLEGE FOOTBALL											
235	11/03-11/03	SA	1130P-12A	2	:30	\$1,400.00		2		1	\$2,800.00	
	Buyline Comment: LATE NEWS											
236	11/03-11/03	SA	1205A-105A	1	:30	\$200.00		1		1	\$200.00	
	Buyline Comment: CASTLE											
237	11/03-11/04	SA-SU	6A-8A	8	:30	\$250.00		8		1	\$2,000.00	
	Buyline Comment: GD MRN CT											

ix 1205-105 200
 ix 105-205 2002

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Ln	Dates	Day	Time	Spots/Week	Len	Rate	Program	Total Spots	LT	# of Weeks	Total Cost	Daypart
59 61	11/05-11/05	M	1205A-105A	2	:30	\$200.00		2		1	\$400.00	
Buyline Comment: JIMMY KIMMEL												
50 62	11/05-11/06	M-TU	5A-6A	4	:30	\$550.00		4		1	\$2,200.00	
Buyline Comment: NEWS												
57 63	11/05-11/05	M	11P-1135P	2	:30	\$2,500.00		2		1	\$5,000.00	
Buyline Comment: LATE NEWS												

---REPORT TOTALS---

Report Totals: 226 / \$264,150.00

---SALES MONTHLY TOTALS---

Nov 12: 226 / \$264,150.00
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---COMPETITIVE---

Market Totals	\$264,150	CABL 0%	WCCT 0%	WCTX 0%	WFSB 0%	WHCT 0%
		WRDM 0%	WTIC 0%	WTNH 100%	WUVN 0%	WVIT 0%
		XXX 0%				

Books null
 Demos RA35+

--- CREDIT RISK ---

CASH IN ADVANCE